BTEC

BTEC Production Arts

Assignment Brief

Qualification: BTEC International Level 3 Extended Diploma in Production Arts

Module G: Personal Production Arts Profile

Issue Date:
Deadline Date:
Assessor:

Pearson

Important guidance for using Example Assignment Briefs

Example Assignment Briefs (EABs) are provided as support and guidance. Teachers are not required to use them.

You are free to use or adapt them in any way to suit your programme and learners. When adapting EABs, or creating your own, you must ensure the minimum requirements listed on the ‘BTEC Internal Verification of Assignment Briefs’ are met.

Assignment: Know Your Industry

G17: Using Development Plans to Refine Skills

- 1. Identify personal opportunities and areas for improvement related to progression.
- 2. Create a plan for personal development.
- 3. Develop skills in response to the plan

G18: Producing a Personal Project

- 1. Devise and develop a personal project.
- 2. Demonstrate technical and creative skills within a project.
- 3. Create final outcomes in response to the aims and constraints of the project.

G19: Using Material for Self-promotion and Networking

- 1. Define and plan self-promotional material in relation to networking opportunities.
- 2. Select and create content for self-promotional material.
- 3. Present self-promotional material for planned opportunities.

G20: International Profile

- 1. Present a proposal for developing your personal profile

internationally

Context

As a practitioner seeking future employment in the production arts industry, you will need to promote yourself to prospective employers and seek out networking opportunities both nationally and internationally.

Promoting yourself effectively involves research and planning in order to identify opportunities appropriate to your specialism and interests. Planning will also be needed to develop and refine the technical and creative skills required for your intended progression routes and aspirations.

The first task requires you to explore progression opportunities and areas for improvement related to your production arts specialism. You will then create a plan for personal development, finally showing how you have developed skills in response to that plan.
The second task will enable you to promote yourself through a personal project designed to showcase your skills.
For the third task you will create a portfolio of material for self-promotion and networking, with the purpose of promoting you to possible future employers. Finally, you will present a proposal for adapting your personal profile in order to promote your skills to potential employers in different countries.

Task 1 (part A): Skills development planning

Part A

You will explore progression opportunities relating to your specialism (for example design, lighting, make-up, management). Opportunities might include:

- Higher education
- Further training
- Entry positions into the industry
- Apprenticeships
- Work experience
- Freelance opportunities
- Funding opportunities.

You will need to relate these opportunities to your own production arts specialism and personal goals (long, medium and short term).

Task 1 (part A): Skills development planning

Part A Continued

You will also need to consider these opportunities in terms of your own skills development.

- Complete a skills audit (e.g. relevant technical and creative skills such as stage management, technical operations, design, making; as well as transferable/employability skills such as safe working, communicating, team working, problem solving).
- Relate your existing skills to the requirements of the progression opportunities for your specialism and your personal goals.
- Make relevant links between the skills you need to develop/refine and the requirements of the progression opportunities.

Support your conclusions throughout with well-chosen examples.

Task 1 (part A): Skills development planning

Part A Continued

Evidence can be in the form of an e-portfolio of skills development, a blog/vlog, presentations to peers, a combination of these, or an alternative agreed with your tutor.

This task targets G17.1 at Pass, Merit and Distinction.

Criteria covered by Task 1

Assessment unit G17: Using development plans to refine skills
G17.1 Identify personal opportunities and areas for improvement related to progression

Unit/Criteria Reference	To achieve the criteria you must show that you are able to:
G17.P1 Pass **Describe**	At **Pass**, learners relate personal opportunities to their specialism and goals, and make some connections to the practical development of technical and creative skills.
G17.M1 Merit **Analyse**	At **Merit**, learners relate personal opportunities to their specialism and goals, with examples and clear and considered links to the practical development of their skills.
G17.D1 Distinction **Critically Evaluate**	At **Distinction**, learners relate opportunities to their specialism and goals, with clear reasoning and pertinent links to the practical development of their skills, and with well-chosen examples.

Task 1 (part B): Skills development plan

Part B

Having identified your personal progression opportunities, goals and skills development needs, you will create a plan that allows you to develop and refine your creative and technical skills, as well as monitor your progress.

The plan should be detailed and include:

- clear and considered goals and targets for improvement/development
- explanation of the activities, routines and techniques you will undertake to achieve the targets, and how these relate to improvement and to your specialism and interests
- a comprehensive timeline, with appropriate points for interim reviews of progress against your planned skills improvement.

Task 1 (part C): Skills development

Part C

With your plan in place, you will now need to follow the plan, ensuring you monitor your progress.

Consider the progress you are making toward your targets, analysing and critically evaluating what is working and what needs further development.

Make changes or adaptations to your development plan as the need arises, aiming to generate creative responses to support your continued development.

In practical sessions, exercises, activities and routines for skills development, you should demonstrate accomplished improvement through a consistent approach towards the improvement of creative and technical skills.

Task 1: Skills development

Evidence can include an e-portfolio of skills development, a blog or vlog, digital timelines, video and photographic records with supporting commentary, a combination of the above, or an alternative agreed with your tutor.

This task targets G17.2 and G17.3 at Pass, Merit and Distinction.

Criteria covered by Task 1

G17.2 Create a plan for personal development

Unit/Criteria Reference	To achieve the criteria you must show that you are able to:
G17.P2 Pass **Defined**	At **Pass**, learners create and follow a plan practically, including goals, techniques and routines suitable for their personal progression. There are outlined timelines and review points.
G17.M2 Merit **Detailed**	At **Merit**, learners create and follow a plan practically, including clear goals, techniques and routines related to improvement and their interests. There are considered timelines and review points linked to the desired improvement of skills.
G17.D2 Distinction **Comprehensive**	At **Distinction**, learners create and follow a plan practically, including reasoned goals, techniques and routines, and how they are related to improvement and their interests. There are thorough timelines and review points connected to the desired improvement of skills.

Criteria covered by Task 1

G17.3 Develop skills in response to the plan

Unit/Criteria Reference	To achieve the criteria you must show that you are able to:
G17.P3 Pass **Defined Improvement**	At **Pass**, learners show improvement of creative and technical skills related to an understanding of what is working and what is not, with appropriate responses to continue development.
G17.M3 Merit **Self-reflective Improvement**	At **Merit**, learners relate improvement and refinement in their creative and technical skills to the processes and techniques they are using. They will show the ability to analyse what is working and what is not and will generate effective responses to continue development.
G17.D3 Distinction **Accomplished Improvement**	At **Distinction**, learners show a consistent relationship between improvement and refinement to the processes and techniques they are using. They show the ability to critically evaluate what is working and what is not and will generate creative responses to continue development.

Task 2: Personal production project

This task is an opportunity for you to devise and develop a personal project.
The project will allow you to showcase and promote your individual skills as a production arts practitioner within your chosen specialism, developed during the programme.

You will need to create a plan for your personal project, which will include:

- the nature of your project (e.g. concept, theme, starting points, stimulus)
- aims and objectives
- timelines for the project development, reviewing progress, target setting, refinement, etc.
- resources required
- techniques and methods for exploration, experimentation and development of your skills
- possible constraints
- health and safety requirements.

You will show you can apply a range of knowledge, skills and understanding with consideration of the aims and constraints of the project.

Task 2: Personal production project

As you develop and refine your project, you will need to review your progress, identifying areas for improvement/refinement and changing your approach as necessary. You should aim to show innovation, making valid judgements about challenges and issues.

You will present your complete personal project in a manner appropriate to the project's aims and objectives: for example, a production show reel, a portfolio of designs and/or artefacts, a live presentation to an invited audience/panel including videos, demonstrations.

Whichever way you decide to present your project, you should:

- demonstrate a proficient level of technical capability in your use of skills relevant to your project scenario and specialism
- show a full and logical understanding of how to apply those skills in the project scenario
- fully meet the aims and address the constraints of the project
- demonstrate creative and capable use of your production medium
- demonstrate extensive understanding of professional practice in realising/presenting the project outcome.

Task 2: Personal production project

Evidence

The evidence you produce will need to document the planning and development process for your personal project. This could be in the form of an e-portfolio including video recordings of practical sessions, plans, designs, outcomes of research, working documents, etc.

Evidence of the final completed personal project could be in the form of the final outcome, for example a show reel, portfolio, a recorded presentation.

This task targets G18.1, G18.2 and G18.3 at Pass, Merit and Distinction.

Criteria covered by Task 2

Assessment unit G18: Producing a personal project

G18.1 Devise and develop a personal project

Unit/Criteria Reference	To achieve the criteria you must show that you are able to:
G18.P1 Pass **Devise and Develop**	At **Pass**, learners use relevant techniques and show capable application of skills and techniques. They will develop the product competently, in line with the aims and constraints of the project.
G18.M1 Merit **Effective**	At **Merit**, learners use skills and techniques that show modification of their approach to challenges and issues, discarding ideas as they refine the work, in line with the aims and constraints of the project.
G18.D1 Distinction **Accomplished**	At **Distinction**, learners show innovation in the modification of their approach, making valid judgements about challenges and issues. They will apply a range of knowledge, skills and understanding, with consideration of the aims and constraints of the product.

Criteria covered by Task 2

G18.2 Demonstrate technical and creative skills in a project

Unit/Criteria Reference	To achieve the criteria you must show that you are able to:
G18.P2 Pass **Competent**	At **Pass**, learners showcase an appropriate level of capability in their use of skills and show a clear understanding of how to apply relevant skills in a project scenario.
G18.M2 Merit **Effective**	At **Merit**, learners showcase a secure level of capability in their use of skills and show a secure understanding of how to apply relevant skills in a project scenario.
G18.D2 Distinction **Accomplished**	At **Distinction**, learners showcase a proficient technical level of capability in their use of skills and show a full and logical understanding of how to apply relevant skills in a project scenario.

Criteria covered by Task 2

G18.3 Create final outcomes in response to the aims and constraints of the project

Unit/Criteria Reference	To achieve the criteria you must show that you are able to:
G18.P3 Pass **Competent**	At **Pass**, learners show appropriate consideration for the aims and constraints of the project, such as the performance space, medium and/or artistic vision. They will use the medium with some understanding of professional practice.
G18.M3 Merit **Effective**	At **Merit**, learners successfully meet the main aims and constraints of the project. They will use the medium with clear understanding of professional practice related to the final outcome.
G18.D3 Distinction **Accomplished**	At **Distinction**, learners fully meet the aims and constraints of the project. They will show creative and capable use of the medium and extensive understanding of professional practice related to the final outcome.

Task 3: Personal promotion

In this activity you will develop your production arts personal profile for future employment, focusing on creating and using material for self-promotion and networking.

You will need to plan, create and present a comprehensive promotional portfolio that is appropriate to your specialism and skills.
When planning and creating your materials, you should:

- research and explore self-promotion and networking opportunities appropriate to your specialism/interests
- consider the target audience (e.g. potential employers, practitioners, agencies)
- consider potential networking opportunities (social media, trade exhibitions, agencies, etc.)
- plan how you will create and present your materials (e.g. digital media, show reels, print-based media)
- select and create content appropriate to your target audience, individual promotional profile and unique selling point (e.g. showreels of your work, digital portfolios, CV, personal information, references).

Task 3: Personal promotion

Your portfolio should demonstrate a thorough understanding of the target audience and networking potential, presented in a

creative manner using professional language and effective presentation techniques.

Remember that to promote yourself successfully, the content of your portfolio should showcase work showing you at your most proficient and be linked clearly to your networking opportunities.

The portfolio should be easy to navigate and leave a positive impression on your audience.

This task targets G19.1, G19.2 and G19.3 at Pass, Merit and Distinction.

Criteria covered by Task 3

Assessment unit G19: Using material for self-promotion and networking

G19.1 Define and plan self-promotional material in relation to networking opportunities

Unit/Criteria Reference	To achieve the criteria you must show that you are able to:
G19.P1 Pass **Competent**	At **Pass**, learners present material that shows an understanding of audience and networking potential, using appropriate links and language for their specialism and audience.
G19.M1 Merit **Effective**	At **Merit**, learners present material that shows a full understanding of audience and networking potential, with clear consideration of purpose, using links and language that produce the intended result for their audience.
G19.D1 Distinction **Accomplished**	At **Distinction**, learners present material that shows a thorough understanding of audience and networking potential, with a far-reaching consideration of purpose, using professional language and links that produce a positive impression for the audience.

Criteria covered by Task 3

G19.2 Select and create content for self-promotional material

Unit/Criteria Reference	To achieve the criteria you must show that you are able to:

G19.P2 Pass **Competent** G19.M2 Merit **Effective** G19.D2 Distinction **Accomplished**	At **Pass**, learners present content that shows adequate application of skills within their specialism. At **Merit**, learners present content that shows capable application of skills and clearly links to networking opportunities. At **Distinction**, learners present content that shows application of skills demonstrating a proficient level of ability and extensive consideration and links to networking opportunities.

Criteria covered by Task 3

G19.3 Present self-promotional material for planned opportunities

Unit/Criteria Reference	To achieve the criteria you must show that you are able to:

G19.P3 Pass **Adequate**	At **Pass**, learners present material that includes most of the vital content for self-promotion and networking, and it is presented in an appropriate medium and style.
G19.M3 Merit **Effective**	At **Merit**, learners present material that includes all vital content for self-promotion and networking and is logical and coherently presented.
G19.D3 Distinction **Accomplished**	At **Distinction**, learners present material for self-promotion and networking that is comprehensive in content, is presented in a creative manner and is easily navigated, to a near-professional standard.

Task 4: Your international profile

You should explore how you would need to adapt and develop your promotional material to appeal to an audience in a different country or territory.

This could include:

- understanding how performance and production material is produced, distributed and consumed in different countries
- differences in language, culture, values and attitudes
- legalities and legislation, e.g. copyright
- financial considerations, e.g. licensing, taxation
- political and economic factors
- available technology
- differences in working practice and industry standards
- meeting local needs
- understanding local trends, fashions and emerging markets.

Task 4: Your international profile

You should present your proposal in a suitable format and in such a way that you can evidence how you would adapt your promotional material for your selected international setting and in order to be successful in another country or part of the world.

Your proposal should demonstrate a thorough understanding of the target market, and a comprehensive assessment of how you will adapt and develop your promotional material to meet the requirements of that specific international market.

This task targets G20.1 at Pass, Merit and Distinction.

Criteria covered by Task 4

G20.1 Present a proposal for developing your personal profile internationally

Unit/Criteria Reference	To achieve the criteria you must show that you are able to:

G20.P1 Pass **Adequate**	At **Pass**, learners present material that shows an understanding of a different target market and how their existing material would be adapted and developed to meet the expectations of a specific country or territory**.**
G20.M1 Merit **Effective**	At **Merit**, learners present material that shows a full understanding of a different target market and a clear consideration of how their existing material would be adapted and developed to convincingly meet the expectations of a specific country or territory.
G20.D1 Distinction **Accomplished**	At **Distinction**, learners present material that shows a thorough understanding of a different target market and a comprehensive assessment of how their existing material would be adapted and developed to fully meet the expectations of a specific country or territory.

BTEC Creatives

Production Arts

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